

## COMM/BUS 349 | Digital Storytelling: Content Creation for Journalism and Business Fall 2026

**Course Instructor: Dr. Michael Nevradakis**  
**CYA Email: michael.nevradakis@cyathens.org**

### Course Description

This course introduces students to the basic principles of digital storytelling, with the aim of cultivating students' skills in this realm across a range of digital written and audiovisual mediums and according to different formats tailored to common journalistic, social media and business conventions, and through assignments and projects that will introduce students to the basics of storytelling across different mediums and targeting different audiences.

### Learning Objectives

**This course will primarily teach students to:**

- Develop digital content creation skills across a range of mediums.
- Identify target audiences and develop content based on those audiences' needs and the platforms those audiences primarily use.
- Navigate the writing and content creation process for a variety of mediums.
- Develop appropriate writing techniques that will capture the interest of a target audience in a heavily saturated mediascape, and the ability to tailor those techniques to different mediums.
- Recognize newsworthy or interesting content and appropriately insert it into their stories/content.
- Use social media effectively to communicate a message to audiences in journalistic and professional contexts.
- Develop content creation skills that are increasingly in demand across a variety of non-media/non-journalism professions and fields.

### Course Requirements and Assessments

**Students are expected to develop content creation skills that are increasingly in demand across a variety of non-media/non-journalism professions and fields.**

Students will be expected to read various course materials in the course texts or that will be posted on Moodle. They will be evaluated based on four assessments throughout the course of the semester, and on their attendance and participation in class discussions.

**Feature story assignment (25%)** – Write a long-form interview-based feature story (appx. 1,000 words) on a topic of your choice, that draws upon the journalistic and writing principles introduced in class and which is designed for digital media (accompanying photos and/or videos, links to outside sources, social media posts promoting your story, etc.). As part of this assignment, you must interview and quote, in your story, three people. **Due date: Thursday, October 22.**

**Podcast or vlog (25%)** – Prepare your choice of a podcast (audio) or vlog (video) report on the same topic as your feature story, to get acquainted with the similarities and differences in presenting the same content across different mediums. **Due date: Tuesday, November 17.**

**Travel writing assignment (15%)** – A short-form travel writing assignment (written, podcast, or video format), covering any aspect related to travel writing (e.g. writing about specific destinations, traveling on a budget, food tourism, sports tourism, etc.). **Due: Thursday, December 3.**

**Business communication assignment (25%)** – Developing a campaign or business presentation, with a significant written and digital component, based on a hypothetical business-related or organizational objective (e.g., introduction of a new product, expansion to a new market, responding to a corporate or industry crisis). Identify the issue you are presenting/responding to and who the audience/intended recipients of this message are. **Due date: Thu., Dec. 17 (finals week).**

**Attendance and participation (10%)** – CYA regards attendance in class and on-site (in Athens or during field study trips) as essential. Absences are recorded and have consequences. Illness or other such compelling reasons which result in absences should be reported immediately to the Student Affairs Office. Students are encouraged to participate in class discussions and activities.

## **Course policy on academic dishonesty, plagiarism and use of AI**

The use of artificial intelligence (AI), particularly generative/learned language model AI tools including, but not limited to, ChatGPT and Grok, as well as AI tools that claim to "naturalize" AI-written text, for any part of your assignments for this course, is expressly prohibited. This includes using AI to create an "outline" or "draft" of your written assignment. All assignments are scanned for probable AI use. Assignments suspected of having been generated, in whole or in part, by AI may be rejected, assigned a failing or incomplete grade, may be subject to resubmission, or may be replaced by an oral examination.

Plagiarism, defined as presenting the words, ideas, or work of another person as one's own without proper acknowledgment or citation, or copying another student's (current or former) work in whole or in part, is considered a serious breach of academic integrity or fraud, regardless of intent (intentional or unintentional) and is prohibited. All suspected cases will be investigated. Assignments suspected of having been plagiarized, in whole or in part, may be rejected, assigned a failing or incomplete grade, may be subject to resubmission, or may be replaced by an oral examination.

**Bottom line: Plagiarism and use of generative AI are not permitted on any assignment. Suspected cases will be investigated.**

## **CYA Regulations and Accommodations**

Unless otherwise specified, all submitted work must be your own original work. Any ideas taken from the work of others must be clearly identified as quotations, paraphrases, summaries, figures etc., and accurate internal citations and/or captions (for visuals) as well as an accompanying bibliography must be provided.

## **Policy on Assignments and Make-up Work**

Details about assignments and exams will be given in advance. I will accept no late assignments or make-up exams unless discussed with me in advance.

## **Academic Accommodations**

Students are required to submit an official letter from the office at their school that handles academic accommodations (usually the Office of Disability Services) or to have that office send a letter.

Students submitting such a letter to CYA should also talk to their professors individually to discuss how these accommodations will work in each specific course.

## **Site Visits and Accessibility**

There are no site visits formally scheduled but students will have the opportunity to conduct individual field work as part of their story assignments and/or other class assignments.

## **ePolicy on Original Work**

Plagiarism is literary theft. As such, it is a serious offense which will not be tolerated either at your home institution or at CYA. Plagiarism on an examination or in a paper will result in an F for the course. You must cite the author of any and all ideas that you use that are neither common knowledge nor your own idea. If you are in doubt, it is safest to cite the source. Your work should be original and reflect your own ideas and thoughts. If you are unsure about what counts as original work, please consult your professor and check the Student Handbook.

## **Use of Laptops**

In-class or onsite use of laptops and other devices is permitted if this facilitates course-related activities such as note-taking, looking up references, etc. Laptop or other device privileges will be suspended if devices are not used for class-related work and/or cause disruptions during class time.

## **Upgrade to 400-level course**

Courses can be upgraded to a 400-level. This constitutes usually 25% additional work on the part of the student. The option to upgrade opens the second week of classes. If you are interested in this option, please talk to your professor.

**Class Schedule**

*NOTE: Readings to be posted on Moodle*

Day #	Date/Day	Topic / Readings / Assignments Due / Place (if applicable)
<b>Field Study   Delphi and Ancient Olympia</b>		
1	Tue., Sept. 8	Course introduction, introduction to content creation across platforms
2	Thu., Sept. 10	Content creation across platforms Chartered Management excerpt on ensuring clear communication, Lucas Chapter 1
3	Tue., Sept. 15	Audiences and demographics McLean Chapter 3, McAdams & Yopp Chapters 1, 3
<b>Field Study   Crete</b>		
4	Tue., Sept. 22	Preparing for and conducting a great interview McAdams & Yopp Chapter 10
5	Thu., Sept. 24	Telling stories through interviews
6	Fri., Sept. 25	The writing process, Clear and concise writing ( <b>make-up class date</b> ) McAdams & Yopp Chapters 4, 7
7	Tue., Sept. 29	Style and tone, using sense appeal and dynamic focus
8	Thu., Oct. 1	Structure, context, and purpose; organizing your content McAdams & Yopp Chapter 6
9	Tue., Oct. 6	Feature story analysis
10	Wed., Oct. 7	Feature story analysis ( <b>make-up class date</b> )
<b>Field Study   Peloponnese</b>		
11	Tue., Oct. 13	Persuasion via research and citations: evidence-driven content Lucas Ch. 5, 6, McLean Ch. 5
12	Thu., Oct. 15	Writing for the ear: writing for podcasts and visual content McAdams & Yopp Ch. 13
13	Tue., Oct. 20	Writing for the ear: writing for podcasts and visual content
14	<b>Thu., Oct. 22</b>	<b>Feature story due, presentations</b>
<b>Fall Break</b>		
15	Tue., Nov. 3	Podcasts and visual content in action
16	Thu., Nov. 5	Podcasts and visual content in action
17	Tue., Nov. 10	Travel writing: crafting a great travel story George Chapters 1, 2, 4, Newshounds 115, 121, 124, 127, 129
<b>Field Study   Abroad</b>		
18	Tue., Nov. 17	Travel writing: crafting a great travel story, conducting pre-trip and on-the-road research – <b>Podcast due</b>
19	Thu., Nov. 19	Introduction to social media communication McAdams & Yopp Chapter 8
20	Tue., Nov. 24	Multimedia journalism and storytelling, types of digital stories, social media writing principles
<b>Thanksgiving</b>		
21	Tue., Dec. 1	Effective business writing and communication Gitner Chapter 9, Lucas Chapter 1
22	Thu., Dec. 3	Multimedia strategic writing McLean Chapter 1, McAdams & Yopp Chapter 14 <b>Travel story assignment due – presentations</b>

23	Tue., Dec. 8	Understanding your (business) audience and delivering your message McLean Chapters 3-4, 9
24	Thu., Dec. 10	Good, neutral, negative messages and navigating 'crisis' mode McLean Chapters 13-15
<b>FW</b>	<b>Thu., Dec. 17</b>	<b>Final Exam Week – Final business assignment due</b>

*NOTE: The course schedule is tentative and subject to change to benefit student learning and to keep up to date with current research. Changes will be announced in class and on Moodle.*

### **COURSE BIBLIOGRAPHY – required and supplementary readings**

#### **Required readings:**

- Chartered Management Institute (2015). *Managing Business Communications: Your Guide to Getting it Right*. London: Profile Books.
- Gitner, S. (2022). *Multimedia Storytelling for Digital Communicators in a Multiplatform World, 2nd edition*. New York: Routledge.
- Lucas, Kristen; Rawlins, Jacob D. and Haugen, Jenna. (2023). *Business Communication: Five Core Competencies*. Cincinnati, OH: State Assisted Academic Library Council of Kentucky.
- McAdams, K.; Yopp, J. (2013). *Reaching Audiences - A Guide to Media Writing, 6th edition*. Boston: Allyn & Bacon.
- McLean, Scott A. (2015). *Business Communication for Success*. Minneapolis: University of Minnesota Libraries Publishing.

#### **Supplementary readings:**

- George, D. (2017). *How to Be a Travel Writer, 4th edition*. Franklin, Tennessee: Lonely Planet Global Limited.
- Goins, A. et al. (2016). *Workplace Writing: A Handbook for Common Workplace Genres and Professional Writing*. Manhattan, Kansas: New Prairie Press.
- Lawson, C. (2022). *Introduction to Social Media*. Stillwater, Oklahoma: Oklahoma State Univ.
- Paron, K. & Güelfi, J. (2018). *A NewsHound's Guide to Student Journalism*. Jefferson, North Carolina: McFarland & Company.

#### **Other course material/sources:**

Additional literature may be made available in class and online. Each theme corresponds to specific literature material students need to go through before class.